

**Notice of References Cited**

Application/Control No.

09/866,425

Applicant(s)/Patent Under

Reexamination

VILCAUSKAS ET AL.

Examiner

Luke S. Wassum

Art Unit

2177

Page 1 of 5

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	C	US-2003/0028565 A1	02-2003	Landsman et al.	707/513
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	V	Kaplan, D. "Unicast Set to Launch Next Wave of Internet Advertising Multi-Platform 'Transitionals' May Represent an Alternative to Banners", Channel7 - TurboAds.com, 27 July 1998.
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T22

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Reexamination

VILCAUSKAS ET AL.

Examiner

Luke S. Wassum

Art Unit

2177

Page 2 of 5

**U.S. PATENT DOCUMENTS**

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09/866,425

Applicant(s)/Patent Under  
Reexamination  
VILCAUSKAS ET AL.

Examiner

Luke S. Wassum

Art Unit

2177

Page 3 of 5

**U.S. PATENT DOCUMENTS**

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09/866,425Applicant(s)/Patent Under  
Reexamination  
VILCAUSKAS ET AL.Examiner  
Luke S. WassumArt Unit  
2177

Page 4 of 5

**U.S. PATENT DOCUMENTS**

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	W	Advertisement Banners "About Us", downloaded from www.advertisementbanners.com, 4 June 2003.
	X	Luna, C. "Internet Upstarts Savor Court Victory over Security Camera Ads", Los Angeles Times, 20 October 2003.

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Luke S. Wassum

Art Unit

2177

Page 5 of 5

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